



KSHB-TV

ORDER

Print Date 08/08/12

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Flight Dates 08/08/12-08/10/12

Contract / Revision 307325 /

Original Date / Revision

08/08/12 08/08/12

Advertiser McCaskill / Democrat / Sena

Agency Media Strategies and Resea

Buying Contact

1580 Lincoln Street
Suite 510
Denver, CO 80203

Product

Kansas City

Agency Com 15%

Billing Contact

1580 Lincoln Street
Suite 510
Denver, CO 80203

Sales Office KSHBN

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 11587

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive

Mike Wang

Account Executive Order% Start Date End Date

Mike Wang 100%

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
KCPT	%
KCTV	%
KCWE	%
KMBC	%
KMCI	%
KPXE	%
KSMO	%
UNKWN	100%
WDAF	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	13	\$31,365.00	\$36,900.00	0.00	07/30/12	08/10/12	13	\$31,365.00	\$36,900.00
Totals	13	\$31,365.00	\$36,900.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	KSHB	08/09/12	08/10/12	OLY M-F 6a-9a Olympic Weekday Morning	CM	6a-9a	---TF--	1:00	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	---TF--		3				\$1,400.00		0.00			
N 2	KSHB	08/09/12	08/09/12	Oly Daytime Oly Daytime M-F	CM	Oly M-F Daytime	---T---	1:00	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	---T---		1				\$1,800.00		0.00			
N 3	KSHB	08/10/12	08/10/12	M-F 4-430p Jeopardy	CM	4-430p	----F--	1:00	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	----F--		1				\$600.00		0.00			

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	KSHB	08/09/12	08/09/12	M-F 430-5p Action News @ 430PM	CM	430-5p	---T---	1:00	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	---T---		1			\$600.00		0.00				
N 5	KSHB	08/10/12	08/10/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	----F--	1:00	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	----F--		1			\$1,500.00		0.00				
N 6	KSHB	08/08/12	08/09/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	--WT---	1:00	2	\$1,600.00	P-1	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	--WT---		2			\$1,600.00		0.00				
N 7	KSHB	08/08/12	08/10/12	Oly Zone Oly Zone	CM	630-7pm	--WF--	1:00	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	--WF--		2			\$3,000.00		0.00				
N 8	KSHB	08/09/12	08/09/12	Oly Prime M-Su Olympic Prime	CM	Various	---T---	1:00	1	\$15,000.00	P-1	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	---T---		1			\$15,000.00		0.00				
N 9	KSHB	08/10/12	08/10/12	M-F Late News M-F Late News	CM	10-1035p	----F--	1:00	1	\$4,000.00	FX	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	----F--		1			\$4,000.00		0.00				
Totals														13	\$36,900.00